

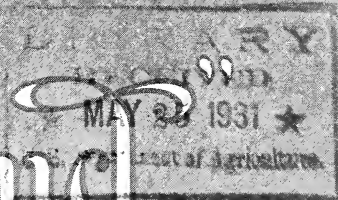
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Flowerland

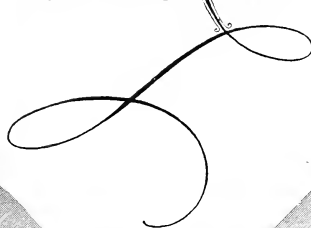


BULBS
1925-1926

Paul J. Howard's

**HORTICULTURAL
ESTABLISHMENT**

**250 SO. LABREA AVENUE
LOS ANGELES
CALIFORNIA**

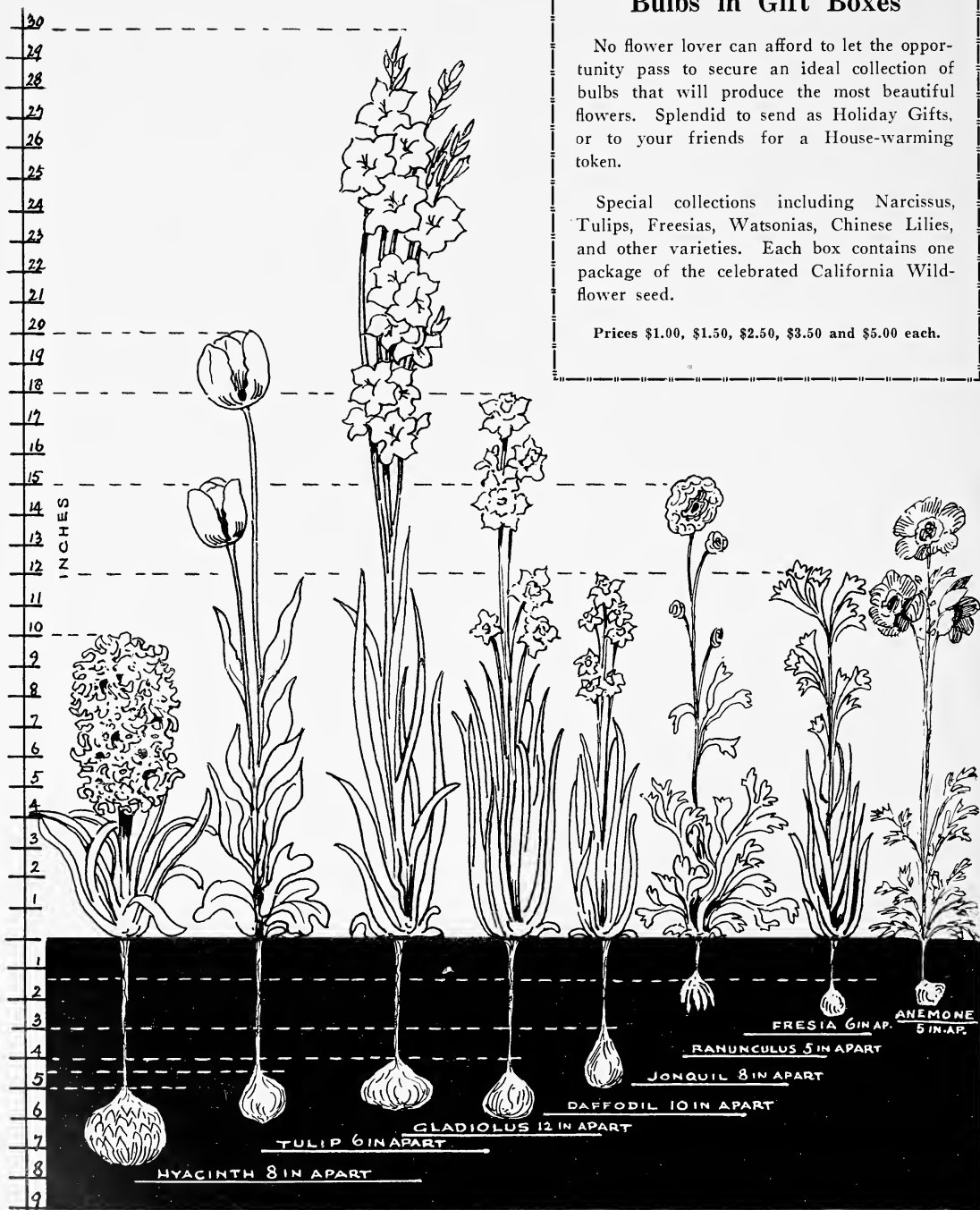


Bulbs in Gift Boxes

No flower lover can afford to let the opportunity pass to secure an ideal collection of bulbs that will produce the most beautiful flowers. Splendid to send as Holiday Gifts, or to your friends for a House-warming token.

Special collections including Narcissus, Tulips, Freesias, Watsonias, Chinese Lilies, and other varieties. Each box contains one package of the celebrated California Wild-flower seed.

Prices \$1.00, \$1.50, \$2.50, \$3.50 and \$5.00 each.





BULBS

*"They look so gay on their slender stems
All in their bright red and yellow,
Massed where the tangled shrubbery hems
The tidy lawn, and sunlight mellow
Picks out their colors like wonderful gems."*

—LAURA COOLEY HAMIL.

Tulips, Hyacinths, Narcissus, and other spring blooming, bulbous flowers form beautiful borders along the edge of the lawn and give a touch of bright color to the green shrubbery; they furnish a delightful color display in the flower beds and are equally as valuable and indispensable for floral decorations.

For a continuous display of winter and spring flowers start planting the early flowering bulbs (Freesias, Spanish Iris, Watsonias, Baby Gladioli, Anemones, and Ranunculus) in September and continue to plant through October, November, and December.

Plant Dutch Bulbs (Narcissus, Tulips, and Hyacinths) as soon after October first as possible, and continue to plant until January.



Paul J. Howard's
HORTICULTURAL ESTABLISHMENT
250 SO. LABREA AVE.
TELEPHONE WHITNEY 1141

EARLY FLOWERING BULBS

When planted during September and October, these may be expected to furnish an abundant supply of brightly colored blossoms at a time of year when other flowers are not plentiful.

Prepare your flower beds carefully, spade deeply, rake them well and give them a good soaking, then let them stand a few days and give an occasional sprinkling, then rake and smooth down, making sure that the soil is well pulverized—and plant. See planting chart on inside front cover for depth and distance apart.

Bulbs require a good rich soil and it is always well to apply a liberal dressing of well rotted dairy manure after planting.

Ranunculus

(See back cover)

We find an ever increasing demand for these and each succeeding year supply many thousands of bulbs. The flowers are somewhat similar to the Anemone but are more double (some are semi-double while others are exceedingly double, and still others are single) and the colors range from white, straw, yellow, orange, burnt orange, rose, pink, to bright red. A splendid cut flower.

Like Anemones, we start many thousands of ranunculus in pots and deliver the green plants. These are grown in our lathhouses where they receive expert attention until sent to our customers, when they may be removed from the pots and planted with full assurance that each one is growing.

Green plants ready October 15th.

Price—Large size select bulbs:
\$1.00 per dozen, \$7.50 per 100.

Price—Regular size bulbs:
75c per dozen, \$5.00 per 100.

Price—Green plants:
75c per dozen, \$5.00 per 100.

Bulbs sent postage paid, add 10c per dozen, 50c per hundred for plants when wanted by mail.

PLANTING NOTE: Ranunculus bulbs should be soaked over night in luke-warm water (not hot)

and planted with the claws downward. Cover one and one-half inches and mulch lightly with manure.

Anemones

These brightly colored single flowers resemble a large poppy. They are very beautiful and are wonderfully effective and come in a great variety of dazzling colors, such as rose, red, blue, purple, lavender, and other attractive shades. One of spring's first flowers.

NOTE: Our success in growing and delivering Anemones in two-inch pots has been far ahead of the old way of sending out dry bulbs, and we deliver many thousand this way. We especially recommend green plants for local planting. Bulbs carry better through the mails when they are to be sent a long distance.

Before planting the bulbs soak in water over night and plant one and one-half inches deep and five to six inches apart.

Bulbs ready September 1st.

Plants ready November 1st.

Price—Extra large select bulbs:
\$1.00 per dozen, \$7.50 per 100.

Price—Medium size bulbs:
75c per dozen, \$5.00 per 100.

Price—Green plants:
\$1.00 per dozen, \$7.50 per 100.

Bulbs sent postage paid, add 10c per dozen, 50c per hundred for plants when wanted by mail.

FREESIAS

These popular, easily grown bulbous flowers are well known for their dainty fragrance. They are exceedingly prolific bloomers, and keep well when used as cut flowers.

Purity. Very large flowering, snowy white and exceedingly fragrant.

Price 35c per dozen, \$2.50 per hundred.

Rainbow Freesias. The wonderful new colored Freesia in varied hues of yellow, orange, lavender and pink, all beautifully blended and harmonized.

Price 75c per dozen, \$5.00 per hundred.

Gen. Pershing. Extra strong grower, two feet high, with three to five side sprays. Large open flowers, of lavender pink with just a tinge of bronze.

Price 75c per dozen, \$5.00 per hundred.

Splendens. Like a mammoth wood violet. A fine lavender, the lower petals being a deeper blue. Very beautiful and distinct.

Price 75c per dozen, \$5.00 per hundred.

Yellow Prince. A lovely clear yellow freesia that adds greatly to the beauty of a bouquet.

Price 75c per dozen, \$5.00 per hundred.

Two New Freesias of Merit

CARMENCITA—The large blossoms are carried well above the foliage on long stiff stems and are rare beauties. The color is a delicate orange salmon with buff shading on the lower petals.

OLIVETTE—A new color in Freesias and one of the brightest of all. Bright carmine red with light yellow throat with lower petals of deep yellow throat with crimson veins.

Price \$1.00 per dozen, \$7.50 per hundred.

Freesia Bulbs sent postage paid.

Plant Freesias early. Bulbs are ready August 15th, and can be planted as soon thereafter as you like. Plant the bulbs 1½ inches deep in well pulverized garden soil and keep fairly moist all the time.

Note: In ordering bulbs, to be shipped via Parcel Post, please enclose additional for postage at the following rate, unless listed prepaid:

10c per dozen bulbs; 20c for 50 bulbs, and 30c for 100 bulbs.

WATSONIAS

You will enjoy these gladiolus-like flowers blooming as they do in the early springtime (usually about Easter) for several weeks. They grow quite tall, three to five feet, and are splendid for cutting as they last so well.

Watsonia O'Brieni. A lovely pure white form. Easily grown and especially attractive when planted with the colored varieties.

Watsonia O'Brieni Rosea. Identical with the above except in color, which is a clear rose-pink.

Price 10c each, \$1.00 per dozen, \$7.50 per hundred.

Baby Gladioli

(POLYANTHA OR EARLY FLOWERING VARIETIES)

The Baby Gladiolus are very useful for planting in the flower beds or borders. The flower spikes are exceptionally bright and graceful, which makes them splendid material for decorative work.

Ackermanni. Bright orange scarlet with dark blotch.

Apollo. A beautiful salmon with dark throat.

Blushing Bride. Large blush white flowers, lower petals blotched pink.

Brilliant. A deep scarlet.

Crimson Queen. Deep bright crimson.

Peach Blossom. A beautiful peach blossom pink.

The Bride. Clear, pure white.

William III. Terra cotta and pink.

Price 75c per dozen, \$6.00 per hundred.

Collection of miniature Gladioli—six of each variety, carefully labeled, 48 bulbs for \$2.75 post paid.

Spanish Iris

(IRIS HISPANICA)

Are among the most popular of all spring flowers, both for cutting and for garden decoration. Their orchid-like flowers are borne on tall stems and are most pleasing shades of yellow, blue and bronze.

Price 75c per dozen, \$6.00 per hundred.

Ready November 1st.

British Queen. Clear pure white.

Excelsior. Light blue.

King of the Blues. Dark blue.

Royal Blue. Clear blue.

Solfatore. Deep blue.

Dutch Iris

(HOLLAND IRIS)

This is an improved Spanish Iris, being larger in size and clearer, brighter colors, also blooms considerably earlier.

Plant Spanish and Dutch bulbs early.

Frantz Halls. Falls cream, standards light blue.

Filifolia. Celestial, clear sky blue.

Imperator. Large, deep blue.

J. Weissenbuchi. Clear, uniform mauve.

Price \$1.00 per dozen, \$7.50 per hundred.

Ixias

Charming little bulbous flowers from the cape of Good Hope. The small, brilliantly colored blossoms are of various hues and are borne on good stiff stems.

Price 35c per dozen, \$2.50 per hundred.

Two Splendid New Watsonias

Clementina. This is a variety well worth growing and is something new in color, being a clear bright pink. The flower spikes are large and bear perfect blossoms.

Mrs. E. Birney. A deep rose pink without the slightest touch of magenta. The individual florets are large and well formed and blossoms to the end of the flower stalk.

Price 20c each, \$2.00 per dozen, \$15.00 per hundred.

Sparaxis

Sparaxis is a group of spring blooming bulbs which are similar to the ixia with spikes of funnel shaped, six petalled flowers, and with a varied range of colors.

Plant through September, October, and November.

Price 75c per dozen, \$5.00 per hundred.

Montbretias

Montbretias are among our brighter summer flowering bulbs and when once planted are almost permanent. The colors are principally orange-yellow and brown with scarlet and crimson shadings.

Price 75c per dozen, \$5.00 per hundred.

Leucojum Vernal

(SPRING SNOWFLAKES)

Snowflakes blossom very early, making a fine display of pendant, white tipped with green flowers. Attractive in the garden and desirable for cutting.

Price \$1.00 per dozen, \$7.50 per hundred.

Snow Drops

(GALANTHUS)

These little flowers are the first to appear in spring, being even earlier than the Crocus. They are hardy and once planted will continue to come into bloom just after the snow leaves each spring.

Single Galanthus.

Double Galanthus.

Price 5c each, 50c per dozen, \$3.50 per hundred.

Alstroemeria Aurantiaca

For several years these beautiful tuberous rooted flowering plants have been grown by Eastern Gardeners in greenhouses and in protected places out-of-doors, but have not been distributed to any extent in California. We find that our climatic conditions are admirably adapted to their culture in the open gardens.

The tall slender canes are in themselves most attractive and together with the beautiful umbels of lily-like blossoms they are unusually beautiful. The flowers are bright yellow tipped green with brown spots in the center.

Established plants from 4-inch pots.

Price 35c each, \$3.50 per dozen, \$25.00 per hundred.

Planting Note:—Plant in a partially shaded place in well prepared soil; leafmold will be found best.

The wise gardener plans and plants during the autumn months and reaps a harvest of flowers in the winter and springtime. Be sure and plant perennials this fall for next spring and summer flowers.

Amaryllis

The Amaryllis family includes many of our most attractive summer and autumn bulbous flowers. They are easily grown in all parts of the country and with little extra care will prove one of the most satisfactory flowers in the garden.

Amaryllis Hybrids

(GIANT FLOWERED AMARYLLIS)

This selection of giant bloomers in wonderfully varied and brilliant coloring, has been produced by expert growers and is a selection of the best types and colors from thousands of seedlings produced from hand hybridized flowers. They range in color from the pure white ground with its markings of rose, red, etc., to rich orange-scarlet, bright red, crimson, maroon colors in their various hues. The flowers are enormous, often measuring nine to ten

inches in diameter with five to six flowers to an individual stem.

Do not fail to order a dozen or so of them.

Price 75c each, \$7.50 per dozen.
Bulbs ready November 15th

Amaryllis belladonna. Very fragrant: this variety loses its foliage before the flower stalks comes up, when care should be taken not to disturb the bulbs. The blooming time is in August, when the strong flower spikes issue forth from the ground and soon develop clusters of beautiful clear pink blossoms. Ready October 15th.

Price 20c each, \$2.00 per dozen.

Golden Yellow Calla Lily

(CALLA ELLIOTIANA)

These are well worthy of a place in every flower lover's garden. They are so beautiful as to call the attention of all who pass by them. The leaves are large and bright green with regular markings, almost like they had been carved with a knife, while the flowers are of the clearest butter yellow.

Dry Bulbs—Price 35c each, \$3.50 per dozen.
Ready October 15th.

Potted Plants through the summer months.
75c to \$1.00 each.

White Calla Lily

(LILY OF THE NILE)

Excellent for planting in beds or along the shady side of a building.

Price 20c each, \$2.00 per dozen.

Tuberoses

(POLIANTHES TUBEROSA)

Easily recognized by its exquisite fragrance and beautiful flower spikes which are borne on long stems, making it ideal for cutting.

The Pearl. The best of all tuberoses—produces exceptional flower spikes.

Price—Mammoth bulbs, 15c each, \$1.50 per dozen.

Elephant's Ear

(CALADIUM ESCULENTUM)

One of the most common and yet the most effective of foliage plants in the garden. The mammoth elephant's ear-like leaves are extremely decorative. Excellent for planting in semi-shaded locations where plenty of moisture is assured.

Price 50c each, \$5.00 per dozen.

Hemerocallis

(YELLOW DAY LILY)

Hardy plants of the lily family. Succeeding in any sunny location. They should always be included in the perennial garden.

Flava. Fragrant lemon yellow.

Aurantiaca. Rich orange yellow.

Price 25c each, \$2.50 per dozen.

Cyclamen

(ALPINE VIOLETS)

Cyclamen are splendid for the shady flower bed. They should be planted in a rich loose soil to which has been added a liberal quantity of leaf-mold.

Price 35c each, \$3.50 per dozen.

Agapanthus Umbellatus

Lily of the Nile. A most desirable plant for garden planting. Its clusters of bright blue flowers are borne almost continuously through the summer months.

Alba. Identical with the above except with pure white blooms.

Price 50c each, \$5.00 per dozen.

Clivia Miniata

These attractive Amaryllis-like plants have handsome umbels of tubular shaped flowers of a beautiful shade of burnt orange, shading to a yellow in the throat. Excellent for planting along the shady places in the garden, as well as for potted specimens.

Specimen Plants, \$2.50 each.

We maintain a complete NURSERY PLANT and keep on hand an unusually large, well selected stock of Perennial and Annual Bedding Plants, for flower beds and border planting. We also have just as complete a line of Ornamental Trees, Flowering and Evergreen Shrubs, Vines and Trailing Plants, as well as Flower Seeds and Grass Seeds, Insecticides and Fertilizers.

DUTCH BULBS

IMPORTED FROM HOLLAND

HYACINTHS

In selecting and importing our Dutch bulbs we have been careful to secure only the better and most practical varieties, rather than to display an endless list of untried kinds with which we are not absolutely satisfied ourselves. However, our stock will be found complete in every way. We have all types, classes and colors represented, and each variety offered can be planted with full assurance that the best bulbs obtainable are being planted.

Our bulbs are shipped direct from the growers in Holland which eliminates extra handling and possibilities for mistakes in labeling varieties, as the bulbs come direct from the Holland Bulb Fields to our store. To make a long story short, we have a splendid lot of first-class bulbs of the choicest and most reliable varieties.

Time for Planting Dutch Bulbs

Bulbs usually arrive in October and may be planted as soon as desired after their arrival. October, November and December are the best months for planting bulbs, but some of the most successful planters have planted bulb gardens in January, and as late as February. We strongly recommend the early plantings as these almost always produce the better flowers.

WHETHER forced in the house or planted in the garden, the Hyacinth is one of the easiest of flowers to grow. With but simple treatment it will produce gorgeous spikes of the most fragrant flowers.

We carry extra selected first size bulbs only, as they can always be relied on to produce large full spikes of perfect flowers and are admirably adapted for forcing, bedding or pot culture. We can supply the following splendid varieties:

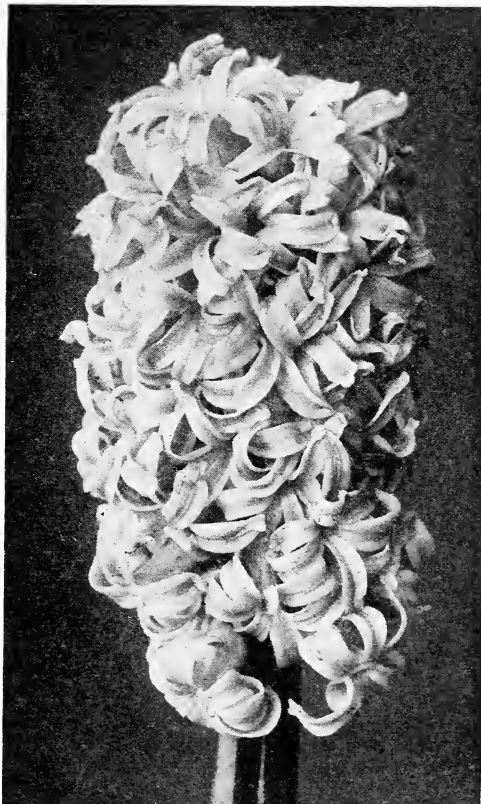
Captain Boynton. A clear porcelain blue.
Cardinal Wiseman. Clear bright rose.
City of Harlem. Pure golden yellow.
Daylight. Orange yellow.
Gertrude. Rosy pink, extra fine.
Gigantea. Soft blush pink.
Grand Maitre. Deep lavender blue.
King of the Blues. Large spikes of dark blue blossoms.
La Grandesse. Glistening white.
La Victorie. Brilliant dark carmine rose.
L'Innocence. Pure white. Very fine large flowers.
Perle Brilliant. Light blue, extra size.
Queen of the Blues. Large spikes of azure blue.
Queen of the Pinks. Beautiful rosy pink; extra long flower spikes.

Price 25c each, \$2.50 per dozen, \$18.00 per 100.

The Culture of Hyacinths

For indoor culture, the bulbs should be potted before December 1st, planting two bulbs to each six-inch pot. Soak thoroughly and place in a dark room or bury in the garden for at least four weeks. If a good basement is convenient, it is the best place for the bulbs after potting. Keep moist while in the basement and do not bring out until the foliage is three to four inches high. At this stage root growth has been made and the pot may be brought to a light room, but not placed directly in the sun until the foliage has become green. Keep moist and at an even temperature. If desired to hasten the growth, a temperature of 100 degrees will not hurt Hyacinths, but it is better to grow them some cooler than this. When the blossom begins to appear, take to a cooler room.

For outdoor culture the Hyacinth requires a good soil and rather deep planting. It is best to spade the soil to a depth of 12 inches or more, and thoroughly water before planting; after this the bed may be leveled down by raking, then plant the bulbs five or six inches apart. It is well to mulch with some well rotted manure, a covering of one or two inches will be sufficient.



Hyacinth (Queen of the Blues)

NARCISSUS

The Narcissus Family embraces a wide range of forms and colors and when these are combined in beds or borders, they make the best floral effect possible. Their uses are numerous, and in every home and garden there is some place for them to be used. We know of nothing more charming than a large bed planted with the various forms, Daffodils, single and double, cluster narcissus in various colors, and Jonquils with their sweet fragrance, or a border composed of some of the more striking varieties.

Another feature of these bulbous flowers is their lasting qualities. They naturalize wonderfully well and each succeeding spring, they bring lasting joy with them.

For pot culture the Polyanthus Narcissus are very useful. These may be planted the same as Hyacinths in soil or in water.

The following will be found to be very choice and especially productive varieties:



Soliel d'Or

Three Excellent Double Daffodils

✓ **Orange Phoenix.** Large, double white with bright orange base.

✓ **Sulphur Phoenix.** Large, double white with clear sulphur yellow center.

✓ **Von Sion.** Large, golden yellow, very early.

Price Any of the Above:

10c each, \$1.00 per dozen, \$7.50 per hundred.

Four Splendid Narcissus of Late Introduction

✓ **King Alfred.** The largest and best of all daffodils. A truly grand variety bearing immense clear yellow flowers, the trumpet being beautifully frilled. Extra fine. Double nose bulbs.

✓ **Olympia.** A wonder Narcissus. Yellow trumpet, perianth slightly paler shade. Much larger than Emperor, and considered one of the finest novelties to date.

✓ **Van Waveren's Giant.** Flowers are of mammoth size. Perianth is primrose, trumpet is bright yellow. We can strongly recommend this variety to our customers as being a wonder daffodil.

✓ **Golden Phoenix.** A truly wonderful double daffodil. Large shapely flower of golden yellow; a most pleasing color and a perfect rose-shaped blossom.

(See front cover piece)

Price 25c each, \$2.50 per dozen, \$18.00 per hundred.

Large Trumpet Narcissus or Daffodils

✓ **Emperor.** One of the finest of the deep yellow trumpet flowered daffodils in cultivation. Flowers are very large. Deep primrose perianth; full, rich, yellow trumpet.

✓ **Empress. QUEEN OF DAFFODILS.** This is a strikingly beautiful daffodil and is an excellent companion for Emperor. Flowers are very large, perianth is pure white, while the trumpet is a clear, rich yellow.

✓ **Madame Plomp.** Another good two-toned narcissus which is a splendid bedder. Twisted perianth. Large golden yellow trumpet.

✓ **Victoria.** A very large two-toned daffodil. Perianth is a creamy white, trumpet is clear pure yellow. Large bulbs.

Price 10c each, \$1.00 dozen, \$7.50 per hundred.

Miscellaneous Narcissus

(WHICH ARE SPLENDID BEDDERS)

✓ **Glitters.** Clear deep yellow.

✓ **Poeticus Horace.** Broad snow-white perianth, large cup deeply edged blood red. Very attractive.

✓ **Poeticus Ornatus.** Pure white with orange cup.

✓ **Poetaz Aspasia.** Pure white, yellow center.

✓ **Poetaz Elvira.** Pure white, orange-yellow center.

✓ **Poetaz Laurens Koster.** Pure white petals with yellow cup. One of the best and most prolific blooming varieties.

✓ **White Lady.** Beautiful clear white flowers. Elegant for cutting.

✓ **Poetaz Admiration.** (New). Light yellow, cup edged scarlet.

✓ **Golden Spur.** Deep golden yellow flowers. The earliest flowering variety.

Price 10c each, \$1.00 per dozen, \$7.50 per hundred.

Polyantha Narcissus

- ✓ **Grand Monarque.** Small orange cup; flat white perianth.
 - ✓ **Paper White or The Pearl.** Clusters of pure white flowers.
 - ✓ **Soliel d'Or.** Yellow perianth; orange cup; very fine.
- Price 10c each, 75c per dozen, \$5.00 per hundred.

Medium Trumpet Narcissus

- ✓ **Barri Conspicuous.** A beautiful sort which lasts exceptionally well when cut. Perianth is soft yellow; broad cup edged bright orange scarlet.
- ✓ **Fire Brand.** A very distinct and new type. Creamy white perianth and fiery red cup. Very fine.
- ✓ **Gloria Mundi.** Clear yellow perianth, large open cup of orange scarlet.
- ✓ **Lady Godiva.** A very striking variety with pure white perianth and yellow cup, beautifully edged with bright orange scarlet.
- ✓ **Lucifer.** This is a truly handsome variety, the colors of which make a beautiful contrast. Perianth pure white, while the trumpet is a brilliant orange scarlet.
- ✓ **Sir Watkin.** The largest of the short trumpet class. Perianth is sulphur yellow. Cup slightly deeper in color and tinged with orange.

Price 10c each, \$1.00 per dozen, \$7.50 per hundred.

Crocus

The Improved Strains are noted for large flowers and bright colors. They are entirely hardy, and like a rich, dry soil and sunny location. They are suitable for planting in beds and borders, also for edging in ribbon lines of any desired color; for planting in the grass in lawn or yard. Crocuses are also very highly valued for indoor flowers.

How to Grow Crocuses—One inch is deep enough to plant. If planted deeper they may not bloom. It is best not to plant in even rows, and a good plan is to scatter them over the lawn and plant where they happen to fall. Just dig up a piece of sod and put two or three bulbs in each spot. For indoor growing they are fine, but do not expose them to heat or they will not flower. Plant six to eight bulbs in a 5-inch pot.

- Baron von Brunow.** Deep purple.
- King of the Whites.** Pure white.
- Sir Walter Scott.** White striped lavender blue.

Price of first three—5c each, 50c doz., \$3.50 hundred.

Yellow Mammoth. Extra large yellow.

Price 10c each, 75c per dozen, \$7.50 per hundred.

Jonquils

These are the true sweet scented Jonquils which bloom very early in the spring. Their perfect little blossoms are of the deepest yellow and are wonderfully attractive. They have been garden favorites for years, but their popularity during recent years has increased.

- ✓ **Single Campennell Regulosus.** Fragrant single flowers.
- ✓ **Double Campennell Regulosus.** Flowers very double and fragrant.

Price 75c per dozen, \$5.00 per hundred.



King Alfred

PLANTS ADD VALUE TO THE HOUSE

Has it ever occurred to you that you can greatly increase the value of your property by increasing the beauty of its outward appearance?

Perhaps you have noticed a newly-built house, very beautifully architecturally and very attractive in material, but dull and lifeless. The garden has not yet been planted. You have passed the same house a few months later and have marveled at the transformation accomplished by a well-planned garden.

The simple addition of flowers, shrubs, and trees, have added much to the value of that property.

Our Landscape men are thoroughly conversant with garden designing and will be pleased to assist you in planning or rearranging your garden. A few plants well located will add to the appearance and value of your home, too.

A telephone call will bring an experienced landscape man to your home.

*"The Gardens fire with a joyful blaze
 Of Tulips in the morning's rays.
 —EMERSON.*

TULIPS

We have made a careful study of varieties and classes of tulips that are best adapted to our California climate. We are sure that a planting of the varieties listed here will more than repay you for your efforts by producing a goodly supply of beautiful flowers. Reports from customers and our success in growing the various types of Darwin, Breeder and May flowering Tulips have been very gratifying indeed.



May Flowering Tulips

This class is very desirable for California, where the early Tulips do not grow tall enough to make them desirable for outdoor culture. For cut flowers nothing better can be found than these large Tulips with their long stems. They live for a long time in water and retain their color. These May flowering sorts are most valuable, because they carry "Tulip time" into the late spring.

- Bouton D'Or. Pure golden yellow.
 - Gesneriana Aurantiaca. Brilliant orange red.
 - Gesneriana Spathulata. Dazzling scarlet.
 - Inglescombe pink. Rose pink tinted salmon.
 - Inglescombe yellow. Glossy bright yellow.
 - Mrs. Moon. A very deep yellow.
 - Royal White. Pure white, creamy center.
 - The Fawn. Rosy fawn, shaded blush.
- Price 10c each, \$1.00 per dozen, \$7.50 per hundred.

Darwin Tulips

- Bleu Aimable. Soft blush lilac. Large flower.
 - Clara Butt. Soft salmon pink. Very fine.
 - Edmee. Cherry rose, margined silvery pink.
 - Euterpe. Rose lilac, incurving petals.
 - Faust. Deep violet.
 - Feu Brilliant. Bright scarlet.
 - Farncombe Sanders. Rich rosy scarlet.
 - La Tulipe Noire. The black tulip.
 - Mme. Krelage. Rosy pink tinged lilac.
 - Pride of Haarlem. Brilliant deep, rosy red.
 - Psyche. Soft rose. Long stems.
 - Rev. Ewbank. Heliotrope edged lavender.
 - White Queen. White tinged pink.
- Price \$1.00 per dozen, \$7.50 per hundred.

Darwin Tulips (New)

(FOUR PRIZE WINNING NOVELTIES)

- Flamingo. Delicate flesh, tinted rose.
 - Princess Elizabeth. Soft lilac flower with pure white base.
 - Prince of the Netherlands. Fine rose scarlet.
 - Valentine. Rich violet purple. Steel blue center. Very fine.
 - Whistler. Crimson scarlet, blue base. Edged white. Exquisite.
 - William Pitt. Deep scarlet, tinted purple, white center.
- Price 15c each, \$1.50 dozen, \$11.00 per hundred.
- Mixed. Splendid mixture.
- Price 75c dozen, \$5.00 per hundred.

Breeder Tulips

This is a large flowering Tulip, especially prized for its rich colors which generally contain a trace of golden bronze, flowering about the time and producing flowers of about the same size as the Darwins. They may be planted in pots or bedded in the garden, and make a most valuable addition in either place.

- Bronze King. Reddish bronze.
 - Price 15c each, \$1.50 dozen, \$10.00 per hundred.
 - Bronze Queen. Buff tinted apricot.
 - Price 10c each, \$1.00 per dozen, \$7.50 per hundred.
 - Cardinal Manning. Rosy violet, flushed dull bronze.
 - Price 15c each, \$1.50 dozen, \$10.00 per hundred.
 - Copernicus. Dark coppery bronze, old rose, new.
 - Price 15c each, \$1.50 dozen, \$10.00 per hundred.
 - Don Pedro. Brown, shaded maroon. Inside mahogany.
 - Price 15c each, \$1.50 dozen, \$11.00 per hundred.
 - Fairy. Terra cotta tinged bronze.
 - Price 15c each, \$1.50 dozen, \$11.00 per hundred.
 - Godet Parfait. Deep purple violet.
 - Price 20c each, \$1.50 dozen, \$11.00 per hundred.
 - Golden Bronze. Old gold shading golden bronze.
 - Price 10c each, \$1.00 dozen, \$7.50 per hundred.
 - Louis XIV. (New.) A royal flower. Purple flushed golden bronze. Globular flower.
- Price 35c each, \$3.50 per dozen.

- Medea. Crushed strawberry, heliotrope shadings.
- Price 10c each, \$1.00 per dozen, \$7.50 per hundred.
- Prince of Orange. Terra cotta, orange edge.
- Price 10c each, \$1.00 dozen, \$7.50 per hundred.
- MacMahon. Bronzy violet, bronze-yellow margin.
- Price 15c each, \$1.50 dozen, \$11.00 per hundred.
- St. James. Rosy gold, bronzed edge, large, very fine.
- Price 15c each, \$1.50 dozen, \$10.00 per hundred.
- Velvet King. Purple violet.
- Price 15c each, \$1.50 dozen, \$10.00 per hundred.
- Yellow Perfection. Bronzy yellow, shaded deep golden.
- Price 10c each, \$1.00 dozen, \$7.50 per hundred.

CANNAS

Few bulbous or tuberous plants give the same splendid results under all conditions as do the Cannas. They thrive in all parts of the country, North and South, East and West in any sunny exposure, and in any good soil.

Care should be taken to get good strong roots and these should be planted three or four inches deep in soil that has been spaded deeply. A liberal mulching of manure is beneficial.

Dormant roots are supplied from December until April first. After April first, plants delivered will be from four inch pots. In either case you are assured of good strong stock at "Flowerland."

"Flowerland" Collection of Cannas

This is a most interesting collection of cannas, both rare and effective varieties.

American Beauty. (5 feet). A very rich and unusually attractive canna. The velvety oriental carmine flowers are held on firm straight stems well above the foliage.

Price 50c each, \$5.00 per dozen.

City of Portland. (3½ feet). This is the most beautiful of pink cannas. Its clear pink flowers are borne in well filled trusses well above the bright green foliage.

Price 35c each, \$3.50 per dozen.

Eureka. (4 feet). Green leaved. A free bloomer and its great trusses of perfectly formed creamy-white flowers stand well above the dense green foliage on stiff, upright stems.

Price 35c each, \$3.50 per dozen.

Fire Bird. This is by all means the best red-flowered, green leaved canna of the day. Flowers are borne in immense trusses on strong stalks well above the leaves. Flowers are of splendid form, round and shapely.

Price 35c each, \$3.50 per dozen.

Mrs. Alfred Conrad. (4 feet). Green foliage. Flowers, large size, clear salmon pink, and are borne in finely shaped flower heads.

Price 25c each, \$2.50 per dozen.

Rosea Gigantea. (3 to 4 feet). A magnificent showy canna of a rose to carmine pink shade. Flower heads are of immense size.

San Diego. A distinct shade of burnt orange. The individual flowers are of immense size and beautifully clean. An entirely new and different color.

Price 50c each, \$5.00 per dozen.

Yellow King Humbert. A sport from that most popular of all Cannas, King Humbert, producing large flowers of most beautiful shades of yellow, lightly spotted red, with green foliage. Five and six clusters of flowers at a time.

Price 35c each, \$3.50 per dozen.

SPECIAL OFFER—POSTAGE PREPAID

One each of the eight varieties—\$ 2.50

Three each of the eight varieties— 6.50

Six each of the eight varieties— 12.00

STANDARD VARIETIES OF ESTABLISHED MERIT

Alfred Mauther. Immense bright crimson scarlet flowers.

Austria. (4½ feet). Pure yellow, with faint scarlet dots on inner petals.

Gladiator. (4½ feet). A deep yellow, freely dotted with red. Splendid for bedding.

Hungaria. Large pure pink flowers. Plant has a splendid habit of growth and carries a rich dark green foliage. Height 3¾ to 4 feet.

King Humbert. Flowers are an intense scarlet, while the foliage is of the deepest bronze. A choice canna in every way. 4 to 4½ feet.

Ludwig Kopf. Bronze foliage. Flowers beautiful orange shading, apricot color.

Mrs. George Strohlein. A fine deep crimson.

Olympe. A rich carmine rose, shading lighter toward the center.

R. Wallace. A light canary yellow. Grows about three feet high and is very compact.

Stuttgartia. Orange scarlet, edged golden yellow, dotted with light scarlet.

The President. (5 feet). This great red canna possesses every desirable quality. Free bloomer.

Winter's Colossal. A strikingly vivid scarlet that holds its color well; very large flowers.

Price any above Cannas: 25c each, \$2.00 dozen.

PLANTING NOTE

Cannas are very hardy and thrive in most any location, but require a good deep soil. The ideal position is in full sun in the open with a good circulation of air. During the summer months cannas require considerable moisture to be at their best and in the winter when dormant, should be cut back and mulched with a good dressing of manure.

Would You Not Like to Learn More About Flowers ?

Nothing so well repays the home lover as a little time pleasantly spent in enlarging his acquaintance among the flowers.

Come to "FLOWERLAND" where the plants are labeled with their common as well as specific names, and study the varieties, learn their habits and requirements. No knowledge can help you to create more charm and beauty in your immediate surroundings.

We invite you to visit

"FLOWERLAND"

Open 8 A. M. to 6 P. M. Week Days

Making and Keeping the Garden Beautiful

Means more than just a few plants promiscuously placed in the yard. It means carefully preparing the soil, carefully selecting the plants with respect to the location for which they are intended, carefully planting, and last, but in no wise least, constant care—enough water and not too much, cultivating and fertilizing and keeping free from fungi and insects.

We will gladly assist you to make and keep your garden attractive. Our salesmen know how to advise you and will cheerfully answer your questions.



Purity

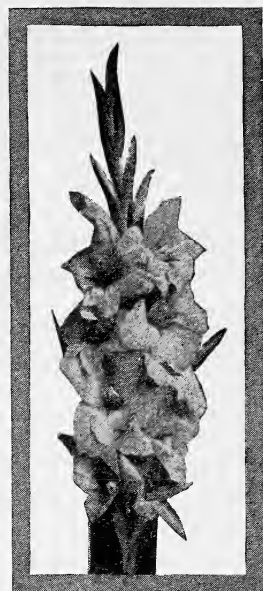
GLADIOLI

THE UNIVERSAL FLOWER

Gladioli are fast becoming popular everywhere. They are among our most attractive and useful summer flowering bulbs, producing large spikes of perfect blooms in many fascinating colors.

Few flowers are so easily grown as Gladioli. They are easily grown and thrive in ordinary good garden soil where plenty of sunshine and moisture are provided. Prepare a bed of loose loam, by spading ten to twelve inches deep, plant the bulbs four inches deep and mulch with well rotted manure. The soil should be kept moist continually but care must be taken not to over-water. It is also well to stake with light garden stakes, as the flower spikes are quite heavy.

Bulbs should be planted at regular intervals, beginning November 15th, when the first bulbs are ready, and continuing until March first. By planting this way you will be supplied with flowers continually.



Early Sunrise

General Collection of Gladioli

The following varieties are all worthy of a place in your garden, each one being selected for its strong vigorous habit of growth and free-flowering qualities. They will grow with the minimum amount of care and under the average garden conditions.

America. One of the finest varieties for either bedding or cutting. Color is a beautiful soft flesh-pink.
 Price 10c each, 75c dozen, \$5.00 per hundred.

Gretchen Zang. Large sparkling blooms of a beautiful shade of soft pink blending into scarlet on the lower petals.
 Price 10c each, 75c dozen, \$5.00 per hundred.

Halley. A magnificent salmon-pink. Bears large open flowers.
 Price 10c each, 75c dozen, \$5.00 per hundred.

Herada. Blooms of immense size on tall, straight spikes. The large blooms are pure mauve, glistening and clear, with markings in the throat.
 Price 10c each, 75c dozen, \$5.00 per hundred.

Le Marechal Foch. A large, early variety. Blooms about the same time as Halley. Color is deep rose-pink.
 Price 10c each, \$1.00 dozen, \$6.00 per hundred.

Mrs. Francis King. One of the most effective scarlet varieties.
 Price 10c each, 75c dozen, \$5.00 per hundred.

Mrs. Frank Pendleton. Conceded by experts to be one of the finest varieties yet introduced. The flowers are large size, borne on strong straight stems. The color is a lovely light salmon-pink with deep red blotches in the center. **THE ORCHID GLADIOLUS.**
 Price 10c each, \$1.00 dozen, \$7.50 per hundred.

Mrs. Watt. A rich, deep, cherry-red; a very beautiful and distinct variety, and a favorite.
 Price 10c each, 75c dozen, \$5.00 per hundred.

Mrs. Dr. Norton. Immense flowers; creamy-white overlaid with soft pink, ends of petals show a charming picotee of deeper pink, while the center is delicately tinted yellow.
 Price 10c each, \$1.00 dozen, \$6.00 per hundred.

Niagara. Larger than America. Rich cream color deepening to canary on lower petals. A carmine blush at tips and streak at throat; purple stamens and carmine stigmas make an exquisite combination.
 Price 10c each, 75c dozen, \$5.00 per hundred.

Panama. A favorite. Color is a rich, rose-pink.
 Price 10c each, 75c dozen, \$5.00 per hundred.

Purity. This variety has the same size and form as America, but the petals have more substance. Pure white except for a pale pink stripe in center of lower petals.
 Price 10c each, \$1.00 dozen, \$6.00 per hundred.

Schwaben. A most meritorious variety bearing strong erect spikes and large, well expanded flowers of a clear canary-yellow with a small blotch of deep garnet in the throat.
 Price 10c each, \$1.00 dozen, \$6.00 per hundred.

Yellow Hammer. Pure yellow, lightly marked with red in the throat; a splendid variety for cutting.
 Price 10c each, \$1.00 dozen, \$6.00 per hundred.

SPECIAL OFFER—Four each of the fourteen varieties listed, fifty-six bulbs in all, for \$3.25, postage paid.

A Collection of Twelve Superb Gladioli

This collection is made up of varieties noted for their strong growth, free blooming qualities, purity and loveliness of color, and because of their adaptability to our climatic conditions. They are offered at unusually reasonable prices, considering their high grade and the fact that all bulbs are strictly number one grade.

Anna Eberius. Dark rosy purple with darker throat. A magnificent variety with long well set spikes. One of the best of the purple shades.

Price 20c each, \$2.00 dozen, \$12.00 per hundred.

Alice Tiplady. (A new *Primulinus* Hybrid). A truly beautiful variety and an entirely new and distinct color. The strong, slender flower spikes are very graceful and are well filled with well shaped blossoms of a rich orange-saffron. A basket of these well arranged is a wonderful sight.

Price 20c each, \$2.00 dozen, \$12.00 per hundred.

Bertrax. A splendid cutting variety. Flowers are borne profusely on good stems and all open at one time. Color is a delicate lavender on white back ground.

Price 20c each, \$2.00 dozen, \$12.00 per hundred.

Byron L. Smith. Equal to an orchid in beauty. The well formed blossoms are borne on good flower spikes and are a most pleasing shade of lavender-pink. One of the best.

Price 20c each, \$2.00 dozen, \$12.00 per hundred.

Crimson Glow. Deep scarlet-red, lighter in throat. Extra large flowers on long straight spike. One of the best scarlets in existence.

Price 20c each, \$2.00 dozen, \$12.00 per hundred.

Early Sunrise. A very early variety. This is a particularly good variety, blooms early, is of good substance and the color is of the brightest salmon.

Price 20c each, \$2.00 dozen, \$12.00 per hundred.

E. J. Shaylor. Tall growing variety. The flower spikes are strong and unusually tall while the well rounded blossoms completely cover the spikes well to the tip. The color is a deep rose-pink.

Price 20c each, \$2.00 dozen, \$12.00 per hundred.

Liebesfeuer. A very attractive large flowering Gladioli in a fine shade of bright coral scarlet. The spike is well formed and the flowers large, making it an excellent variety for cutting.

Price 20c each, \$2.00 dozen, \$12.00 per hundred.

Myrtle. Many growers think this the most beautiful pink yet introduced. Blooms very early and is a delicate rose-pink.

Price 20c each, \$2.00 dozen, \$12.00 per hundred.

Prince of Wales. The flowers are large and well placed and the color is a most charming coral-pink. The delicate tint practically covers the entire flower, which is without throat markings.

Price 15c each, \$1.50 dozen, \$10.00 per hundred.

Rose Ash. The color of this variety, as the name indicates, is ashes of roses, lower petals shaded with light yellow. A beautiful gladiolus with long spikes of large flowers.

Price 20c each, \$2.00 dozen, \$12.00 per hundred.

Virginia. (THE QUEEN OF ALL RED GLADIOLI). This is by all odds the most attractive and valuable of the bright colored varieties. Individual flowers are large, full and perfect; the flower spikes are well developed, blooming well to the terminal, producing a magnificent dark ruby-red flower.

Price 15c each, \$1.50 dozen, \$10.00 per hundred.

COLLECTIONS OF TWELVE SUPERB GLADIOLI

- 1 each of the 12 varieties, 12 bulbs—\$ 1.75 postpaid.
- 3 each of the 12 varieties, 36 bulbs— 4.75 postpaid.
- 6 each of the 12 varieties, 72 bulbs— 8.25 postpaid.
- 12 each of the 12 varieties, 144 bulbs— 15.50 postpaid.

Special "Flowerland" Collection of Ten Gladioli

This set is made up of the very best Gladioli, each one being selected for its distinctive, clear color, and whether wanted for show in the garden or for cutting, will prove unusually satisfactory. These varieties hold the premier place in their respective colors and should be planted wherever summer flowers are wanted.

Evelyn Kirtland. Dark rosy pink at edges shading to shell pink at center with brilliant scarlet blotches on lower petals. An unusually beautiful variety.

Price 20c each, \$2.00 dozen, \$15.00 per hundred.

Golden Measure. One of the better yellows. A real clear, pure yellow overlaid with a golden sheen. A real beauty.

Price 35c each, \$3.50 dozen, \$25.00 per hundred.

Jack London. A perfect Gladiolus in every way, with long spikes of large flowers of a light salmon with vermillion stripes. The throat is canary yellow striped with ruby.

Price 35c each, \$3.50 dozen, \$22.50 per hundred.

John Merle Coulter. Rich scarlet-red with an almost black throat. Petals are of a fine velvet texture and the flower is large and flaring, making it a most desirable variety.

Price 25c each, \$2.50 dozen, \$20.00 per hundred.

June. June produces one of the finest formed spikes of any variety we know. The color is white with a mottling of pink which varies more or less in every spike, but is always sure to be in a most pleasing way.

Price 25c each, \$2.50 dozen, \$20.00 per hundred.

Mrs. H. E. Bothin. Light rose-pink with flame-scarlet center. A heavily ruffled flower creating a sensation wherever grown. One of the loveliest combinations in Gladioli.

Price 50c each, \$5.00 dozen, \$35.00 per hundred.

Mrs. Wm. Kent. Color ranges from rose to shrimp-pink, overlaid and striped with deeper rose-pink, throat straw color mottled with ruby. Exquisite as a cut flower, the spikes being long and full.

Price 35c each, \$3.50 dozen, \$22.50 per hundred.

Rev. Ewbank. This is without a doubt one of the best blue Gladioli on the market. The flowers are of large open habit, well arranged on long graceful stems. The color is a clear porcelain blue with the lower petals striped Burgundy on a creamy background.

Price 50c each, \$5.00 dozen, \$35.00 per hundred.

Radium. A wonderful shade of LaFrance pink with a lighter shading toward the edges. The lower petals have a scarlet red blotch on a creamy white ground. The substance and arrangement of the blooms are excellent, making this one of the best of the recent introductions.

Price 25c each, \$2.50 dozen, \$20.00 per hundred.

Viola. A very large perfect type of flower of exquisite mauve-blue, gradually shading deeper to rich violet at the edges. Throat toned soft canary-yellow with purple-garnet blotch, toned yellow in lower petals.

Price 25c each, \$2.50 dozen, \$20.00 per hundred.

Mixed Gladioli

Primulinus Hybrids Mixed—75c dozen, \$5.00 hundred.
Gladioli Hybrids Mixed—75c per dozen, \$5.00 hundred



Iris Jeanne d'Arc

IRIS GERMANICA

(FLAG LILIES—FLEUR-DE-LIS)

The Irises are sun lovers and delight in a well drained situation. They require little or no cultivation other than to keep the weeds out. Plant so that the soil just covers the rhizome and firm down well. A light mulch of well rotted manure is beneficial.

Generally speaking, the fall of the year is the best time to plant Irises, September and October being the ideal months for the planting of root divisions. Established potted plants may be planted almost any time.

The following varieties are deliciously fragrant, large, beautifully marked blossoms, having mottled "Standards" and delicately veined "Falls." Any one of the collection is a rival of the orchid.

Albert Victor. Standards soft blue; falls beautiful soft lavender.

Price 20c each, \$2.00 per dozen.

Alcazar. A truly magnificent Iris. Stems of great length. Blossoms of enormous size. Color a wonderful combination of violet, purple, and blue.

Price 35c each, \$3.50 per dozen.

Amas. Handsome giant flowered form from Asia Minor. Standards rich blue. Falls violet.

Price 25c each, \$2.50 per dozen.

Archeveque. A new Iris, the coloring of which is as unique as it is beautiful. Standards are a rich reddish purple. Falls dark velvety purple.

Price 35c each, \$3.50 per dozen.

Arnols. Falls rich velvety purple. Standards rosy bronze. Grows 30 inches high.

Price 25c each, \$2.50 per dozen.

Cherubim. This new Iris has standards of a distinct shade of lavender. Falls lavender veined with white.

Price 50c each, \$5.00 per dozen.

Crimson King. Everblooming variety. Deep, rich claret purple. Plant a border of these—they are almost constantly in bloom.

Price 15c each, \$1.50 per dozen.

Caprice. Standards rosy red. Falls a deeper shade with violet purple shadings.

Price 25c each, \$2.50 per dozen.

Caterina. This is a most satisfactory and truly beautiful variety. Very tall, sturdy flower spikes, on which are surmounted large beautiful flowers. Standard clear lavender-blue. Falls soft light blue; very fragrant.

Price 50c each, \$5.00 per dozen.

El Dorado. A tall growing large flowering type, and a new color in hybrid Irises. The ground or back-ground color is brownish yellow, overlaid with blue.

Price 35c each, \$3.50 per dozen.

Fairy. White, delicately bordered and suffused soft blue; very good.

Price 15c each, \$1.50 per dozen.

Florentina. Creamy white, faintly tinged lavender.

Price 15c each, \$1.50 per dozen.

Golden Fleece. Light yellow; strikingly attractive flowers growing about 18 to 20 inches high.

Price 25c each, \$2.50 per dozen.

Her Majesty. Standards are a lovely rose-pink. Falls bright crimson tinged with darker shadings. The blending of tints and coloring in this flower are rare indeed for an Iris.

Price 35c each, \$3.50 per dozen.

Isoline. Standards lilac-pink shot with bronze. Falls purplish old rose with golden throat and yellow beard. One of the most beautiful of the family. Height three feet.

Price 35c each, \$3.50 per dozen.

Jeanne D'Arc. The ground color of this remarkable Iris is pure white, both in falls and standards; petals are lightly penciled light blue. A free bloomer and equal to an orchid in beauty.

Price 35c each, \$3.50 per dozen.

Lohengrin. Blossoms of immense size. The color deep rich mauve.

Price 35c each, \$3.50 per dozen.

Loute. Height medium. Flowers borne on sturdy stems; very large as to size. Standards pale lilac, falls deep blue.

Price 35c each, \$3.50 per dozen.

Lovely. Ultramarine-blue bordered cream; a very distinct variety.

Price 20c each, \$2.00 per dozen.

Madame Chereau. White with beautifully frilled wide border of clear blue.

Price 15c each, \$1.50 per dozen

Mrs. Reuthe. Standards white, shaded and veined blue.

Price 15c each, \$1.50 per dozen.

Mesopotamia. A wonderful and comparatively new variety. Standards clear lavender-blue. Falls violet purple.

Price 50c each, \$5.00 per dozen

Monsignor. A tall growing variety bearing immense blossoms in profusion. Standards are a bluish lavender while the falls are violet with white pencillings at the throat. Blooms for a long time.

Price 25c each, \$2.50 per dozen.

Nuee D'Orange. A strikingly beautiful variety. Standards are a peculiar shade of grayish lavender. Falls bronze and purple. Blossoms of extra size. Very fine.

Price 35c each, \$3.50 per dozen.

Oriflamme. Standards clear light blue. Falls rich lavender purple. Very fine large flowers.

Price 25c each, \$2.50 per dozen.

Pallida Dalmatica. PRINCESS BEATRICE. Queen among Irises; grand and stately. Standards lavender, falls clear deep lavender. Flowers large and extra fine.

Price 35c each, \$3.50 per dozen.

Parisiana. A distinct advance, by way of color, in these new Iris. The standards are mottled lavender-pink. Falls creamy white, with a suffusion of Pink. A scarce and high priced sort.

Price 50c each, \$5.00 per dozen

Plumeri. Standards coppery rose. Falls velvety claret; tall growing.

Price 20c each, \$2.00 per dozen

Princess Victoria Louise. Falls deep purplish-rose; standards yellow; grows 30 inches high; especially attractive in the garden.

Price 50c each, \$5.00 per dozen

Prosper Laugier. An iris that is different. The flowers of this variety are unique and different from those of any other variety. The standards are a light bronzy red, while the falls are a rich velvety maroon with orange beard which enlivens the color.

Price 35c each, \$3.50 per dozen.

Tamerlane. This variety bears flowers of phenomenal size. Well poised on thick heavy stems. Standards bright blue. Falls deep purple.

Price 35c each, \$3.50 per dozen.

Victoria Louise. Medium as to height. Standards pale sulphur-yellow. Falls rich plum color, shading to cream at the edges. Splendid combination of colors.

Price 35c each, \$3.50 per dozen.

Walhalla. Standards lavender-blue; falls violet-purple, lighter toward the edge. Grows 2 feet high.

Price 25c each, \$2.50 per dozen.

Zephyr. Color lavender-blue, blossoms of medium size only. What they lack in size, however, is more than made up for by their profusion of bloom.

Price 35c each, \$3.50 per dozen.

Iris Stylosa

These are, perhaps, the most useful of the Iris family for general garden use. They thrive in any location and do particularly well around pools, where their long, grassy evergreen foliage is extremely attractive. Blooming as they do for so long a time in the fall and winter months, makes them doubly valuable.

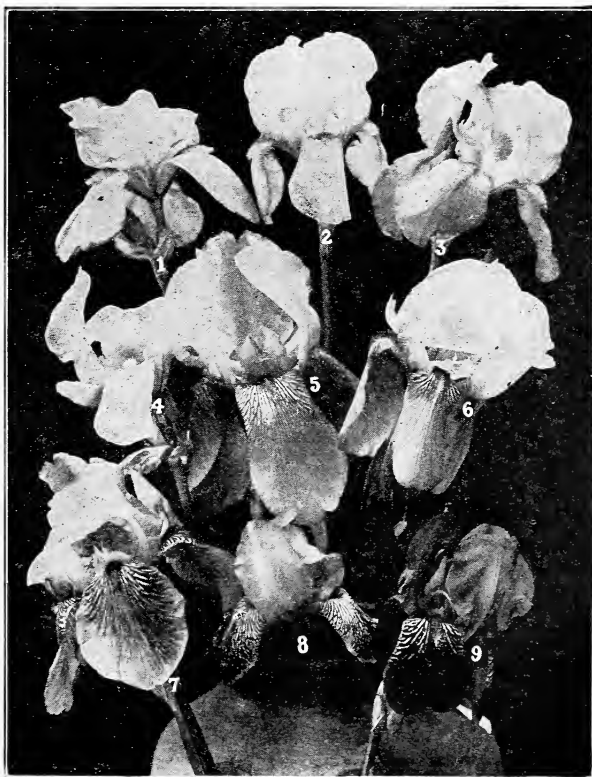
Iris Stylosa Blue. Lilac-blue, violet scented; very fine.

Iris Stylosa alba. Identical with the preceding, except in color, which is pure white.

Price 20c each, \$2.00 per dozen.

Shrubbery

Shrubbery forms the foundation planting of every well planned garden. At "FLOWERLAND" you will find a large collection of shrubs, tall, short, or spreading, shrubs for sun or shade, shrubs with splendid foliage and shrubs with flowers as well. All sizes from those in one gallon containers to large specimens in boxes.



1. Cherubin
2. Golden Fleecce
3. Caprice

4. Jeanne d'Arc
5. Alcazar
6. Isoline

7. Monsignor
8. Archeveque
9. Prosper Laugier

Lilies of Japan

(HARDY JAPANESE LILIES)

The tall stately lilies with their masses of blossoms have a charm that is not surpassed by any other flower. They are becoming more popular each year, and all herbaceous gardens should have a few lilies scattered through them.

Plant them where they will be partially shaded, and where other plants will grow up around them. In this manner the soil is kept cool and moist, which is so necessary for their welfare.

Lilium Auratum. (Gold Banded Lily.) Its large, graceful flowers are made up of six petals of ivory-white, spotted with yellow and crimson, with a band of golden-yellow in the center of each. Borne on stems four feet tall, bloom during July and August.

Bulbs ready November 15th.

Price 35c each, \$3.50 per dozen.

Lilium Speciosum Rubrum. A favorite garden variety, also good as a cut flower. Flowers are a rosy-white which is only broken by rich crimson spots. Stems three to four feet high, bear these attractive blossoms in clusters. Flowers keep for a week after cutting.

Bulbs ready November 15th.

Price 35c each, \$3.50 per dozen.

Lilium Tigrinum Splendens. (Improved Tiger Lily). This is one of the most easily grown of bulbous flowers. And each succeeding year after planting them, you may expect to reap a harvest of bright orange-red blossoms. These are regularly spotted with black. Very showy in the garden and wonderful for decorating.

Bulbs ready November 15th.

Price 35c each, \$3.50 per dozen.

The Regal Lily. (Lilium Myriophyllum). This is a new lily lately introduced from Western China, and is undoubtedly one of the most beautiful Garden Lilies ever cultivated. It grows three to five feet high, and blooms well in soils of the ordinary garden and produces each succeeding spring a wonderful display of bloom. The throat of the flower is a lovely shade of golden-yellow merging through the upper half of pure white. The reverse of the petals is a distinct shade of chocolate-red. There are often a dozen to twenty blossoms on one spike or stem. Flowers may be cut when the first flowers of the lower part of the spikes begin to open, and then placed in water where all of the buds will open perfectly. The flowers are intensely fragrant—very much like the Jasmine.

Price 35c each, \$3.50 per dozen.

Lilium Harrisii. (Bermuda Easter Lily). Flowers are pure snowy white and very fragrant, and are borne in beautiful clusters on strong, upright stems. Grows well in the garden.

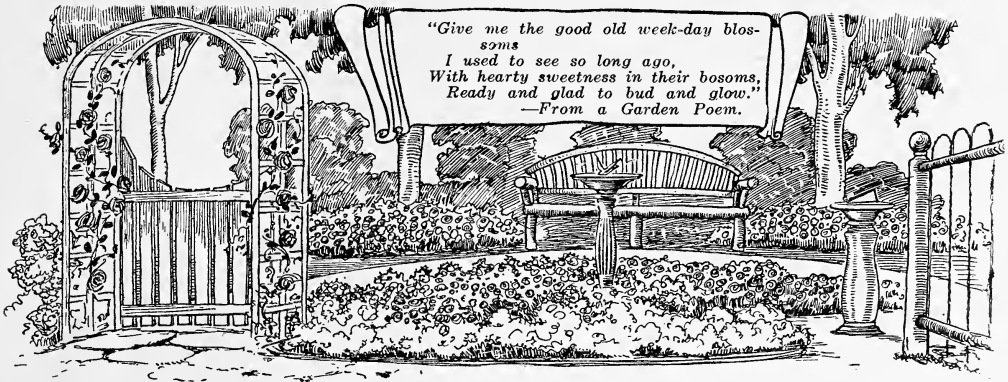
Price 35c each, \$3.50 per dozen.

Lilium candidum. (The Madonna Lily). Some call this the Annunciation Lily, which is a very appropriate name for it. It is one of the oldest and most lovely of the lily family. The flowers of which there are three to twenty on a single stem, are snowy white with deep yellow stamens, and are delightfully fragrant. These are very hardy, having been grown in Northern France.

Price 35c each, \$3.50 per dozen.



NOTE: If you have not grown Japanese Lilies, you cannot really appreciate their beauty in the garden. Just make a trial planting, selecting a few of each variety, and plant in a semi-shaded location where other plants will grow around them (in the fern bed is good, if not too crowded). The soil should be fairly light, leafmold is good. Cover three or four inches and supply an even amount of moisture. We feel sure you will be well repaid for the effort.



Fall and Winter Flowering Annuals

Our stock of Annual Bedding Plants cannot be excelled anywhere, and we feel confident that our selection of varieties is the best obtainable. Our seed beds, potting sheds, and lath houses are strictly modern and our plants are well grown, thrifty, and free from injurious pests. A visit to our lath houses will convince the most exacting of the superior quality of our bedding plants.

Our plants are all pot grown. We do not handle bedding plants in flats. We find the pot method absolutely practical and while a trifle more expensive at first, in the long run it is the most economical. Each plant is given sufficient root room in the individual pot and is given just the required amount of nourishment and moisture to develop it. When transplanted to the garden, the plants may easily be removed from the pot by carefully placing the fore fingers on the soil and inverting the pot and tapping lightly on any solid surface. This method insures an undisturbed root system, and each little plant transplanted in this manner, when properly cared for thereafter, is sure to grow.

When this stock is delivered by us, each plant is removed from the pot and wrapped in paper. Plants should be planted immediately, and if planting is delayed they should be placed in the shade and watered.

Most of the following are ready for delivery September 15th, and we have new stock coming on for several consecutive months thereafter.

Antirrhinums

(SNAPDRAGON)

Snapdragons are becoming one of the most popular winter bedding plants, and are used for almost every purpose where flowers are used in decorating—even to wedding bouquets. Their brightly colored, curiously formed little blossoms are borne in well developed spikes which are completely filled with flowers.

Tall Growing—Giant Flowered Varieties, 24 to 36 inches high.

Diamond. Carmine scarlet, lilac tube.
Fairy Queen. Terra cotta pink.
Golden Queen. A rich clear yellow.
Indian Summer. Velvety copper.
Maralda. An unusual shade of copper carmine.
Purple King. Rich velvety purple.
Ruby. Velvety ruby red.
Wallflower. Brownish orange and copper red.
Mixed. A mixture of all tall growing colors.

Medium or Semi-Tall Sorts—18 to 24 inches high.
Amber Queen. Canary yellow overlaid with chamois pink.

Aurora. Bright scarlet, yellow lip.
Cottage Maid. Light pink with white throat.
Crimson King. Rich scarlet-crimson.
Daphne. Soft blush pink.
Defiance. A combination of buff orange and russet red.

Mauve Beauty. A lovely shade of rosy mauve.
Prima Donna. Terra cotta pink, white throat.
Queen of the North. Pure white.
Rose D'Ore. Soft salmon rose.
Silver Pink. Best type of clear silvery pink.
The Fawn. Terra cotta pink and pale yellow.
Mixed. A mixture of all medium tall sorts.

Price 75c per dozen, \$5.00 per hundred.

Snapdragons

(TOM THUMB VARIETIES)

Grow 8 to 10 inches high.

These miniature snapdragons are unusually fine for edging as well as very low bedding, or carpet bedding purposes.

Crescia. A rich, deep scarlet.
Orange Yellow. A blending of orange with yellow.
Roseum. Splendid pink.
Snow Queen. Pure white.

Price 75c per dozen, \$5.00 per hundred.

Bellis Perennis

(ENGLISH DAISY)

Really a perennial but treated as an annual as it grows quickly and easily. Splendid for borders and edgings for walks and flower beds. Also valuable for low flower beds. Continuously in flower from early spring until late summer. Pink, white, and mixed. Plants ready November 15th.

Price 50c per dozen, \$3.50 per hundred.

Calendulas

(POT MARIGOLDS)

This is one of the most universal garden flowers and is the Marigold of Shakespeare's time. The old type of flowers have been materially improved and the flowers are larger and more double. They are extremely free-flowering and will thrive in any well drained garden soil. The two varieties offered here are the choicest.

Orange King. A pure orange yellow.
Lemon Queen. Soft lemon yellow.

Two inch pot plants ready October 1st.
Price 60c per dozen, \$4.00 per hundred.

The Ball. This is a new and much improved Calendula or Pot Marigold, and is now being grown extensively as a cut flower, and also as a pot plant. It is an improvement over the Orange King, being at all times very double of unusually large proportions. A favorite wherever grown.

Price 75c per dozen, \$5.00 per hundred.

Centaurea Cyanus

(CORNFLOWER)

Also called Bachelor Buttons. These flowers are so well known that a description is hardly necessary. They are favorites among many garden lovers for bedding and keep exceptionally well as cut flowers. Color is a clear dark blue. Ready September 1st.

Two inch pot plants—Price 75c per dozen,
\$5.00 per hundred.

Centaurea Imperialis

(ROYAL SWEET SULTANS)

Very fine for cut flower purposes. The beautiful sweet scented flowers are borne on quite long stems and will keep for several days after cutting in good condition. Colors are rose, lavender, and yellow. Ready in the early fall. Two inch pot plants.

Price 75c per dozen, \$5.00 per hundred.

Cinerarias

Cinerarias are extremely showy decorative plants and should be included in every order for bedding plants. Especially are they suited to shady and partially shaded locations. The brightly colored flowers are borne in large flower heads similar to the Hydrangea. The colors range from white, light pink, rose, old rose, lavender, blue, into deep purple. Plant in November for spring color display.

Price \$2.00 per dozen, \$15.00 per hundred.

Clarkia

Clarkias are extremely easy to grow and while they have not been grown as extensively as many other annuals, they are becoming more popular each season. We believe that as soon as gardeners are familiar with them they will be in great demand. For table decorations, basket work, and vases, few flowers are so dainty.

Plants grow two to three feet high and are covered with slender sprays of delicately tinted blossoms, pink, rose, salmon, and mauve predominate. Ready November 15th.

Price 75c per dozen, \$5.00 per hundred.

Godetias

This attractive annual deserves more extensive cultivation. The plants grow easily and bloom profusely, bearing showy flowers of a satiny texture in many rich and varied colors. These resemble to some extent a miniature tulip in formation. Colors are white, blood red, fiery rose, bright carmine, and variegated. Ready November 15th.

Price 75c per dozen, \$5.00 per hundred.

Helichrysum

(STRAW FLOWERS OR EVERLASTING FLOWERS)

The Helichrysum is without doubt the most useful and showy of the Everlastings. Their exceedingly effective double flowers in rich colors make them fine for display purposes in beds or borders as well as for decorative purposes when cut. Plants ready for planting in December or January.

Price 75c per dozen, \$5.00 per hundred.

Pansies

Our strain of Pansies has been carefully selected for their large well colored flowers, and their growing qualities, and will be found to be THRIFTY SUPERIOR PLANTS. Plants ready Nov. 1st.

Price 50c per dozen, \$3.50 per hundred.

Phlox Drummondii

(ANNUAL PHLOX)

Phlox Drummondii are of the easiest culture. This fact, together with the profusion and long season of their bloom, makes them an important and popular annual. Plant early. Plants will be ready October 1st. Two inch pots.

Price 75c per dozen, \$5.00 per hundred.

Stocks

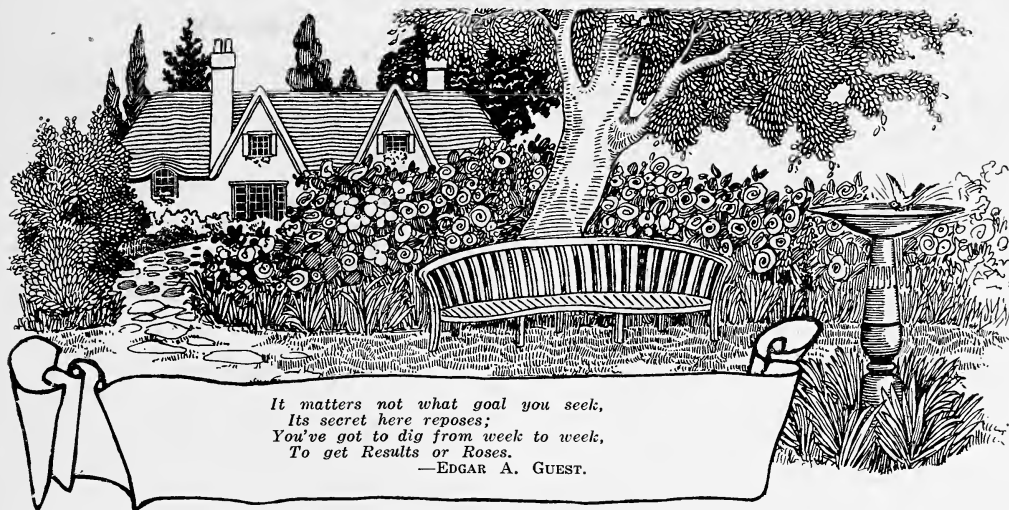
(GILLIFLOWERS)

The Stocks are among our foremost winter blooming plants. Their wide range of colors and their delightful perfume, together with the fact that they are among the most easily grown fall and winter annuals makes them very satisfactory bedding plants indeed. Plants ready September 20th.

These old-fashioned favorites with their bright colorings and spicy odor should be in every garden.

Abundance. Large carmine-rose.
Almond Blossom. White-shaded carmine.
Beauty of Nice. Delicate shade of flesh pink.
Canary Yellow. Clear canary yellow.
Crimson King. Brilliant fiery crimson.
Cote d'Azur. Light blue.
Mont Blanc. Large pure white.
Parmi Violet. Beautiful violet.
Queen Alexandra. Rosy Lilac.
Rose of Nice. Lovely old rose.
Summer Night. Rich deep blue.

Price 75c per dozen, \$5.00 per hundred.



*It matters not what goal you seek,
 Its secret here reposes;
 You've got to dig from week to week,
 To get Results or Roses.*
 —EDGAR A. GUEST.

FLOWER SEEDS

FOR FALL AND WINTER SOWING

Antirrhinum

(SNAPDRAGON)

For gorgeous coloring few flowers can match Snapdragons. The flowers are large, borne on long flower stalks and are somewhat fragrant. Especially are they good for cutting.

Easily grown from seed. Sow in a sunny exposure and carefully water until the plants are up, then gradually decrease the water. As soon as plants are large enough, water by irrigating. Do not water over the foliage.

Tall Growing—Giant Flowered Varieties, 24 to 36 inches high.

Diamond. Carmine scarlet, lilac tube.
Fairy Queen. Terra cotta pink.
Golden Queen. A rich clear yellow.
Indian Summer. Velvety copper.
Maralda. An unusual shade of copper carmine.
Purple King. Rich velvety purple.
Ruby. Velvety ruby red.
Wallflower. Brownish orange and copper red.
Mixed. A mixture of all tall growing colors.

Medium or Semi-Tall Sorts—18 to 24 inches high.

Amber Queen. Canary yellow overlaid with chamois pink.

Aurora. Bright scarlet, yellow lip.
Cottage Maid. Light pink with white throat.
Crimson King. Rich scarlet-crimson.
Daphne. Soft blush pink.
Defiance. A combination of buff orange and russet red.

Mauve Beauty. A lovely shade of rosy mauve.
Prima Donna. Terra cotta pink, white throat.
Queen of the North. Pure white.
Rose D'Ore. Soft salmon rose.
Silver Pink. Best type of clear silvery pink.
The Fawn. Terra cotta pink and pale yellow.
Mixed. A mixture of all medium tall sorts.

Price 10c per packet, six packets 50c.

TOM THUMB VARIETIES

Grow 8 to 10 inches high. These miniature snapdragons are unusually fine for edging as well as very low bedding, or carpet bedding purposes.

Crescia. A rich, deep scarlet.
Orange Yellow. A blending of orange and yellow.
Roseum. Splendid pink.
Snow Queen. Pure white.
Mixed. A mixture of the foregoing.

Price 10c per pkt.

One packet each of the four varieties, 30c.

Alyssum

(SWEET ALYSSUM)

Free flowering annual. Useful for beds, baskets, boxes or edging. Sweetly scented.

Little Gem. Dwarf, compact habit. Blooms when quite small. The best white flowering edging plant.

Saxatile compactum. Showy bright yellow hardy perennial; blooms first season.

Alyssum argenteum. Clear lemon-yellow flowers, silvery foliage. Very attractive.

Alyssum Lilac Queen. Dwarf, compact habit; flowers pure lilac color.

Price 10c per pkt.

Aquilegia

(COLUMBINE)

This perennial may be sown in the open ground.

Especially adapted for a moist shady position.

Height, 2 to 3 feet.

California Hybrids. Exquisite flowers in yellow and orange shades, long spurs.

Price 25c per pkt.

Canadensis. Scarlet and yellow native species.

Price 15c per pkt.

Chrysantha. Golden yellow.

Price 15c per pkt.

Coerulea. Violet blue and white.

Price 15c per pkt.

Pink Hybrids. Comprises all the varied shades of pink. Very fine.

Price 25c per pkt.

Bellis Perennis

(ENGLISH DAISY)

A favorite perennial, easily raised from seed. May be sown any time from July to January.

Giant White. Large flowers, free blooming.
Giant Rose. Same as the above except color.
Mixed. A mixture of the above.

Price 15c per pkt.

Calendula

(POT-MARIGOLD)

An easily grown and showy free flowering annual. Will thrive in any garden soil, producing fine effects in beds or mixed borders.

Orange King. Very large and double bright orange-red, dark eye; an extra fine strain.

Lemon Queen. Very large, extremely double flowers of rich lemon yellow.

Price 10c per pkt.

THE BALL

This is a new and much improved Calendula or Pot Marigold, and is being grown extensively as a cut flower, and also as a pot plant. It is an improvement over the Orange King, being at all times very double of unusually large proportions. A favorite wherever grown.

Price 25c per pkt.

California Poppies

(ESCHSCHOLTZIA)

The best known of our California wild flowers. Color is a deep orange yellow with a beautiful golden sheen.

Price 10c per pkt.

California Wild Flowers

A mixture of twenty distinct varieties of native California wild flowers. This mixture will succeed and give splendid results under ordinary conditions. Send a packet to your Eastern friends.

Price 25c per pkt.

Candytuft

(IBERIS UMBELLATA)

These annuals are considered indispensable for cutting; best used for beds or massing.

Carmine. Bright carmine rose.

Crimson. Rich deep shade.

White Fragrant. Flowers small, very sweetly scented.

Lavender. Delicate shade of rosy lavender.

Mixed. A splendid mixture of all the colors.

Price 10c per pkt., 6 pkts. 50c.

Centaureas

Favorites everywhere, hardy, will grow and do well almost everywhere. Wonderful as cut flowers.

Centaurea cyanus. Cornflower. Double blue, mixed.

Price 10c per pkt.

Imperialis Sweet Sultan. Sweet scented flowers borne on long, strong stems, and when cut will last for several days. Rose, lavender, white, yellow and mixed.

Price 10c per pkt.

Candidissima Dusty Miller. Fine for bedding, vases, hanging baskets, and especially for edging borders.

Price 15c per pkt.

Cineraria

Beautiful flowering plants for the house, conservatory and bedding out in sheltered positions. Start seed in boxes, then transplant to pots or open ground. Requires a well drained soil.

Prize Dwarf. Dwarf compact plants, not over a foot high, with immense heads of large individual flowers in a great range of beautiful colors.

Price 50c per pkt.

Prize Tall. Of taller growth than the above, with flowers of extraordinary size.

Price 50c per pkt.

Stellata. Star Cineraria. Large spreading panicles of star-like flowers in the same variety of colors as the ordinary cineraria. Wonderfully effective for the decoration of the home or conservatory; also useful for cutting.

Price 25c per pkt.

Clarkia

A very pretty and easily grown annual. Does well either in sun or shade, growing 2 to 2½ feet high with leafy racemes of double flowers which all open in water when cut.

Elegans. Double mixed. A fine mixture containing all the colors.

Price 10c per pkt.

Didiscus Coeruleus

(QUEEN ANN'S BLUE LACE)

Annual of easy culture. Dainty heads of sky blue flowers. Fine for cutting.

Price 15c per pkt.

Godetia

Very attractive, hardy annuals. The plants bloom profusely, and bear flowers of satiny texture in many rich colors.

Duchess of Albany. Pure white.

Gloriosa. Deep blood-red.

Rosamunde. Fiery rose.

Lady Satin Rose. Bright carmine.

The Bride. White and red.

Mixed. All colors mixed.

Price 15c per pkt., 6 pkts. 75c.

Gypsophila

(BABY'S BREATH)

Pretty free flowering plants, succeeding in any garden soil. Their misty white panicles of bloom are largely used for mixing with cut flowers.

Elegans Alba Grandiflora. This is the annual, large flowering pure white Baby's Breath. Free easy growth.

Price 10c per pkt.

Paniculata. A hardy perennial which blooms the first year if sown early. White flowers, excellent for bouquets.

Price 10c per pkt.

Helichrysum

(STRAWFLOWER)

Very showy plants for bedding with their bright and varied range of colors. Produce many flowers and remain in bloom for a long time. Prized for winter decorative purposes as well as durable bouquets. Flowers intended for drying should be gathered when partially unfolded and suspended with their heads downward in a cool place until dry. Double Fireball, Red, Double, Crimson, Rose and Carmine shades, Salmon shades, Mixed.

Price 15c per pkt.

Mignonette

(RESEDA)

A hardy annual growing from 6 to 12 inches high, very fragrant. No garden is complete without mignonette. Sow seed in the fall for early spring blossoms.

Defiance. Grown under favorable conditions, spikes will be of remarkable size, 12 to 14 inches, and deliciously fragrant. Excellent keeping qualities, retaining their grace and fragrance until every bud opens.

Price 15c per pkt.

Machet. Dwarf pyramidal growth; many flower stalks; very fragrant; one of the best.

Price 15c per pkt.

Salmon Queen. Fine spikes of bright salmon red flowers; intensely fragrant; fine for outdoor culture.

Price 15c per pkt.

Nemophila

(BABY BLUE EYES)

Hardest of annuals, and of the easiest culture. Should be sown in beds where they are to flower. One of the first flowers to bloom in the spring. Splendid to use as a ground cover when sown in the bulb beds.

Insignis. Blue, known popularly as Baby Blue Eyes.

Mixed. All colors, cup-shaped flowers in many bright colors, blue predominating.

Price 10c per pkt.

Pansies

These wonderful flowers are so well known that they require no description. Seed should be sown in a soil containing a portion of leafmould well enriched with decayed manure. Two transplantings are necessary to obtain the largest flowers. It is a mistake to plant Pansies in the shade of trees or building, as they thrive best in an open exposure where the wind has a free sweep over the bed. This keeps them from becoming straggly. About the middle of August is the best time to start seed for winter and early spring blooming. Seed can be sown as late as February or March.

Giant Mastodon Pansies are the best that money can buy. Acknowledged by all growers to be unexcelled for size, quality, color and profusion of bloom.

Bronze. Very large; shades of burnished brass and gold.

Price 25c per pkt.

Improved Beaconsfield. Bluish purple with distinct lavender tinge.

Price 25c per pkt.

Madame Perrett. Beautiful enormous flowers, mostly composed of wine and red shades.

Price 25c per pkt.

Mastodon Miracle Mixed. A new strain of the finest types of Steele's celebrated pansies; in all colors.

Price 50c per pkt.

Mastodon Striata. Beautifully striped; mostly dark and rose-pink shades.

Price 50c per pkt.

Mlle. Irene. Tango red.

Price 25c per pkt.

Orchid Flowering Mixture. A dwarf free bloomer, with a range of delicate colors that do not exist in any other pansies.

Price 25c per pkt.

Parisian Yellow. Pure rich yellow.

Price 25c per pkt.

Volcano. Rich Burgundy red.

Price 25c per pkt.

Orchid Flowering Winter Sweet Peas

Grown and selected for their exquisitely beautiful and delicately fragrant flowers. The varieties in this collection have been thoroughly tested. Their large perfect flowers are borne on long, wiry stems which makes them excellent for cutting.

Amethyst. Deep royal purple.

Apricot Orchid. Buff pink.

Aviator. Dazzling crimson scarlet.

Blue Bird. Violet blue.

Glitters.—Orange salmon.

Gorgeous. Soft salmon rose.

Illumination. Salmon cerise.

Lavender King. Deep lavender.

Mauve Beauty. Rosy mauve.

Mrs. A. A. Skaach. Light pink.

Mrs. Chas. Zvolanek. Lavender.

Orange Beauty. Bright orange.

Rose Charm. Large bright rose.

Snowstorm. Improved pure white.

The Beauty. Fiery rose.

True Blue. Blue self.

Warbler. Rich mauve purple.

Yarrawa. Bright rose, cream base.

Zvolanek's Rose. Fine pink.

Mixed. A mixture of the above colors.

Price 25c per pkt, \$2.50 for collection of 12 varieties.

Stocks

(GILLIFLOWER)

The stock is without exception one of the most popular annuals. For brilliancy and diversity of color, fragrance, profusion and duration of bloom, it is unsurpassed. Mammoth flowering beauty stock, a recently developed strain of early flowering winter stocks. Forms numerous branched plants about two feet, having many spikes of large, double, exquisitely fragrant flowers. They are of special value for cutting during the dull winter months; for this purpose seed should be sown from July to September.

Abundance. Large carmine-rose.

Almond Blossom. White-shaded carbine.

Beauty of Nice. Delicate shade of flesh pink.

Canary Yellow. Clear canary yellow.

Crimson King. Brilliant fiery crimson.

Cote d'Azur. Light blue.

Giant Fire Red. Fiery Red.

Madame Joseph Paquet. Orange.

Mont Blanc. Large pure white.

Parma Violet. Beautiful violet.

Queen Alexandra. Rosy Lilac.

Rose of Nice. Lovely old rose.

Summer Night. Rich deep blue.

Mixed. All colors.

Price 15c per pkt—6 pkt. 75c.

Viola

(TUFTED PANSIES)

Though the flowers are not as large as the regular pansies, they bloom so freely and for so long that many people consider them superior where a mass of color is desired. Blue, Mixed, all colors.

Viola cornuta papilio. The Butterfly. Soft lavender purple. Free blooming. The finest variety for bedding.

Price 25c per pkt.

SEND SEEDS AS GIFTS

You can "Say It With Flowers" in a way that will long be remembered. Send a few packets of flower seeds to your friends. Enclose your card with the order and we will forward a neatly wrapped package prepaid with your card.

INDEX

Agapanthus	4	Daffodil	6	Leucojum	3
Alstroemeria	3	Day Lily	4	Lilium	14
Alyssum	17	Didiscus	18	Lily	14
Amaryllus	4			Lily of the Nile	4
Anemone	2	Elephant's Ear	4	Mignonette	13
Antirrhinum	15-17	English Daisy	15-18	Montbretia	3
Aquilegia	17	Eschscholtzia	18		
				Narcissus	6-7
Baby Blue Eyes	19	Flag Lily	12	Nemophila	19
Baby's Breath	18	Fleur-de-lis	12		
Baby Gladiolus	3	Freesia	2	Pansy	16-19
Bellis	15-18			Phlox	16
Bermuda Easter Lily	14	Galanthus	3	Poppy	18
Blue Lace Flower	18	Giant Amaryllus	4		
		Gilliflower	16-19	Ranunculus	2
Caladium	4	Gladiolus	3-10-11	Reseda	13
Calendula	16-18	Godetia	16-18		
California Poppy	18	Gypsophila	18	Snapdragon	15-17
California Wild Flowers	18			Snowdrops	3
Calla	4	Helichrysum	16-18	Sparaxis	3
Candytuft	18	Hemerocallis	4	Strawflower	16-18
Canna	3	Hyacinth	5	Stocks	16-19
Centaurea	16-18			Sweet Pea	19
Cineraria	16-18	Iberis	18	Tuberose	4
Clarkia	16-18	Iris, Dutch	3	Tufted Pansy	19
Clivia	4	Iris, German	12-13	Tulip	8
Columbine	17	Iris, Spanish	3		
Cornflower	16	Iris, Stylosa	13	Viola	19
Crocus	7	Ixia	3		
Cyclamen	4	Jonquil	7	Watsonia	3
				Wildflowers	18

PLEASE OBSERVE WHEN ORDERING

HOW TO ORDER:

Write plainly your name, town, and state, giving street numbers or post office box when expedient.

TERMS:

All prices in catalogue are F. O. B. Los Angeles.

Seeds will be sent prepaid at catalogue prices. Bulbs in small quantities are shipped prepaid. In orders of fifty or more, bulbs are sent Express collect, unless order is accompanied by a sufficient remittance to cover postage.

All plants are shipped Express collect, and all orders must be cash. No plants will be sent C. O. D. Remit in any safe way—Post Office Money Order, Express Order, or personal check on local banks are best. Postage stamps will be accepted in amounts up to one dollar.

In applying prices, not less than six will be sold at the dozen rate, or fifty at the hundred rate. All goods travel at purchaser's risk and at purchaser's expense unless otherwise listed.

NON WARRANTY:

We give no warranty expressed or implied as to purity, description, quality, productiveness or any other matter of any Seeds, Bulbs or Plants we send out, and we will not be in any way responsible for the crop. If purchaser does not accept the goods on these terms, they are to be at once returned, and the money paid for same will be refunded.

FILLING ORDERS:

All orders are filled promptly, usually on the day of receipt.

In ordering, please state whether substitution will be permitted, as we feel at liberty, when no instructions accompany the order, to replace any varieties out of stock with others as nearly similar as possible. When a certain variety is selected which we feel not suited to the customer's locality, or when a variety has been superseded by another which is superior, we also feel at liberty to substitute.

PAUL J. HOWARD'S HORTICULTURAL ESTABLISHMENT
 250 South La Brea Ave. Tel. WHitney 1141
 Los Angeles, Calif.

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Paul J. Howard's Horticultural Establishment

250 SOUTH LA BREA AVE., LOS ANGELES, CALIF.

TELEPHONE WHITNEY 1141

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Please Fill in if Shipping Address is Different From Mail Address.

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PRICE

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AMOUNT FORWARD

Customers not having established charge account should send remittance with order. We do not ship plants C. O. D.

All goods travel at purchaser's risk and at purchaser's expense, unless otherwise listed.

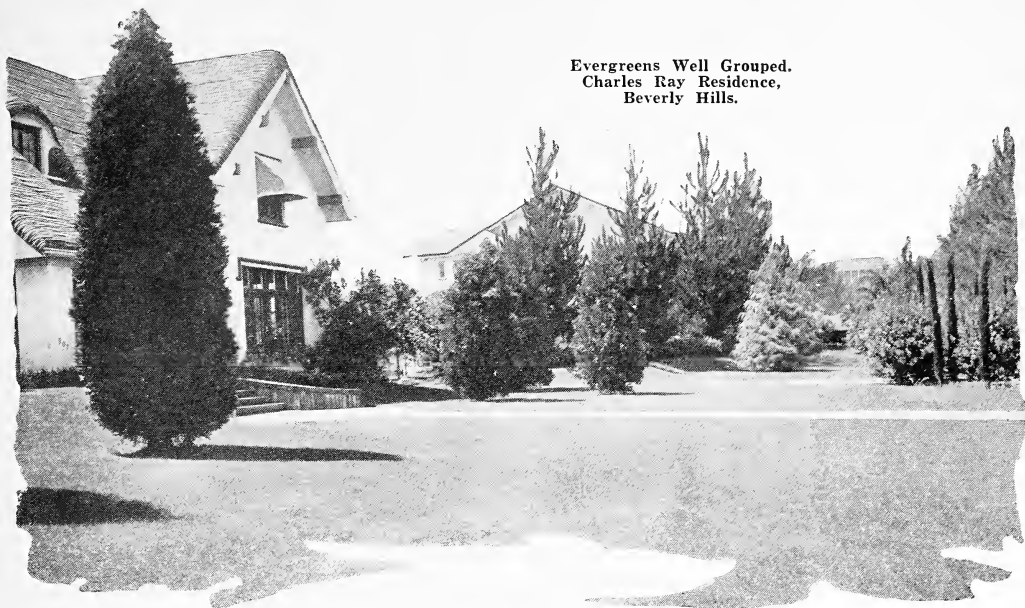
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MESSAGE

NON WARRANTY:

We give no warranty expressed or implied as to purity, description, quality, productiveness or any other matter of any Seeds, Bulbs or Plants we send out, and we will not be in any way responsible for the crop. If purchaser does not accept the goods on these terms, they are to be at once returned, and the money paid for same will be refunded.



Evergreens Well Grouped.
 Charles Ray Residence,
 Beverly Hills.

ECONOMICAL GARDENS

"God Almighty first planted a Garden. And, indeed, it is the purest of human pleasures. It is the greatest refreshment to the spirits of man; without which buildings and palaces are but gross handiworks."

—Bacon.

Garden Service

Whether your garden requires one plant or a thousand—with a planting plan or without—we offer you a complete garden service from the planning of the garden to the furnishing of the plants and doing the planting.

Plants Alone Do Not Make the Garden

Neither does a house make a home. The difference between just a house and a home is the garden around it. No feature of home building is so essentially necessary, nothing will give so much genuine pleasure, nothing will develop within you that love for the beautiful or furnish the same peace and contentment and make your home as real as a distinctive well planned garden.

You would be surprised how economically you can make your garden really delightful. The most attractive and most practical gardens do not necessarily require a multitude of plants. It is necessary, however, to link your house with your garden. **Plan the two simultaneously.**

For years we have planned and planted gardens in California, and it is safe to say that all of these gardens have increased the beauty of the house, have increased the value of the property, and have helped materially to make the house a home. And yet, at no time have we found it advisable to plant promiscuously. Careful planning, careful selection and proper placing of plants, trees and shrubs, as well as drives, walks, pergolas, tea houses, have made PAUL J. HOWARD gardens distinctive, practical and inexpensive.



RANUNCULUS